

AMENDING CHAPTER 30

AN ORDINANCE AMENDING THE GREENSBORO CODE OF ORDINANCES
WITH RESPECT TO ZONING, PLANNING AND DEVELOPMENT

(Editor's Note: Added text shown with underlines and deleted text shown with strikethroughs.)

Section 1. That Section 30-5-5, Sign Regulations, is hereby amended by adding Section 30-5-5.19, Off-Site Real Estate Directional Signs, to read as follows:

30-5-5.19 Off-Site Real Estate Directional Signs.

(A) Purpose: To meet the needs for weekend real estate directional signage, while strictly limiting the visual clutter from such signs, off-site real estate directional signs shall only be allowed in the public right-of-way for weekend use, in conjunction with the sale or lease of single-family, two-family and multifamily residential developments and shall meet the following requirements:

(B) Number of Signs:

(1) Single Development:

- (a) A maximum of four signs per development shall be permitted off-site when one party is selling or leasing multiple properties in the same area or development.
- (b) A maximum of eight signs shall be permitted off-site when one party is selling or leasing multiple properties in the same area or development when all signs used meet the following:
 - (i) The maximum sign face area specified in Subsection (C)(1) below shall be reduced to three square feet per side of sign; and
 - (ii) in addition to the location requirements of Subsection (E) below, no sign shall be located within 25 feet of another sign for the same area or development and the signs shall only be located along thoroughfares.

(2) Single Property: A maximum of two signs per property shall be permitted off-site when one party is selling or leasing property not in conjunction with other properties.

(C) Area and Height:

- (1) The maximum sign face area shall be six square feet per side of sign.
- (2) The maximum sign height shall be 42 inches.

(D) Location: Signs shall be placed at locations as follows:

- (1) Signs shall only be placed between the property for lease or sale and a point which is two road miles from the property, or between the property and the nearest thoroughfare, whichever is at a greater distance;
- (2) Signs shall be placed at least 20 feet from the back-of-curb, or edge of pavement if no curb is present, at street intersections;
- (3) Signs shall be placed no closer than five feet to the back-of-curb or edge of pavement if no curb is present;
- (4) Signs shall not be placed within roadway medians; and
- (5) Signs shall be placed so as not to interfere with or obstruct pedestrian or vehicular traffic.

(E) Lighting and Display Hours:

- (1) Signs shall not be illuminated;
- (2) Signs shall only be displayed from 12:00 P.M. (noon) on Friday to 12:00 P.M. (noon) the following Monday; and

(F) Design:

- (1) Signs shall be freestanding, may not be anchored to a sidewalk or attached to utility poles or other structures or appurtenances.
- (2) Signs shall be generic and only contain the following:
 - (a) The type of event;
 - (b) a directional symbol; and
 - (c) the company name, logo of the sales/leasing firm, or the development name on not more than 25% of the sign area.
- (3) Signs shall not contain the address of the property or the contact information of the sales/leasing firm or agent, to avoid visual clutter.
- (4) Additional devices, including balloons, may not be attached to or otherwise made part of any sign.

(G) Permit Required: Off-site directional real estate signs for areas or developments classified as "Single Development" in Subsection (B)(1) above shall not be placed or otherwise used until a sign permit has been obtained from the Planning Department. The sign permit application shall include a copy of the sign contract specifying the number and the location of the signs.

(H) Failure to Comply with Off-Site Real Estate Directional Signs Provisions: Any sign found to be in violation of a provision in this section shall be subject to the enforcement provisions of Section 30-5-13 (Compliance with the ordinance).

Section 3. All ordinances in conflict with the provisions of this ordinance are repealed to the extent of such conflict.

Section 4. This ordinance shall become effective upon adoption.